

CHARGE: 502(a)—while held for sale, the labeling accompanying the articles contained false and misleading representations that the articles were adequate and effective for the treatment and prevention of colds, to build strong bodies, and to stimulate appetites.

The libel alleged also that the articles were misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

DISPOSITION: 4-5-62. Consent—claimed by Republic Drug Co., Inc., and relabeled.

7045. Nutri-Health products. (F.D.C. No. 46798. S. Nos. 9-483/84 T.)

QUANTITY: 55 cases, 25 pkgs. each, of *Multi-Vitamin and Mineral Dietary Supplement* and 23 cases, 25 pkgs. each, of *Protein Plus Dietary Supplement*, at Pittsburgh, Pa., in possession of World-Wide Nutri-Health, Inc.

SHIPPED: 10-16-61 and 10-19-61, from Paramus, N.J.

LABEL IN PART: (Pkg.) "Natural or Organic Multi-Vitamin & Mineral Dietary Supplement * * * with exclusive Nutri-Zymes * * * 308 Mineral Tablets 184 Vitamin Tablets * * * Formulated for and Distributed by World-Wide Nutri-Health, Inc., Pittsburgh 20, Pa." and "Natural or Organic Protein plus Nutri-Zymes-P Dietary Supplement Fruit Flavor * * * 368 tablets * * * Formulated for and Distributed by World-Wide Nutri-Health, Inc., Pittsburgh 20, Pa."

ACCOMPANYING LABELING: Books entitled "Hunza Land, by: Dr. Allen E. Banik and Renee Taylor"; film kits entitled "Nutri-Health Highway" and "Bright Future For You"; sales manuals; folders entitled "Proteins structural basis of all living cells!" and "Health thru Natural Nutrition Vitamins and Minerals"; and booklets entitled "Man's Greatest Gifts . . . Good Health Vitality Zest For Living."

RESULTS OF INVESTIGATION: The accompanying labeling was printed and prepared on order of, or ordered by, the dealer.

LEBELED: 12-19-61, W. Dist. Pa.

CHARGE: 502(a)—when shipped and while held for sale, the labeling, namely, the package label and promotional material accompanying the article, contained false and misleading representations that (*Multi-Vitamin and Mineral Dietary Supplement*), the article was adequate and effective for the treatment and prevention of circulatory diseases, cancer, heart attacks, mumps, measles, chicken pox, nervousness, cramps, wrinkles, and overweight conditions; to prevent juvenile delinquency; and to promote longevity, eternal youth, virility, optimism, radiant health, vitality, zest for living, sound eyesight, attractiveness until a ripe old age, and vigor; and the article was of significant value for special dietary supplementation and therapeutic use by reason of the presence therein of linoleic and linolenic acids, vitamin F, inositol, para-aminobenzoic acid, rutin, biotin, methionine, bioflavonoid complex, choline, chlorophyll, chlorophyllins, alfalfa juice and powder concentrate, manganese, magnesium, potassium, sulfur, chlorine, sodium, papain, Prolase, pepsin, and Mylase; that the article was a complete, balanced food supplement; that the American people are undernourished, although overfed, since it was impossible to obtain adequate nutrition in the ordinary food supplies; and that all the ingredients of the article were natural or organic, and were of special significance for special dietary supplementation because they were natural or organic; that (*Protein Plus Dietary Supplement*), the article

was adequate and effective to improve appetite; increase resistance to infections; raise hemoglobin level; fight virus and toxic invaders; promote energy, blood clotting, enzyme and hormone production, sound health, digestion, strength and athletic ability; to prevent "dragged-out" feeling, dry skin, wrinkles, premature old age, and cell starvation; and that the article was of significant value for special dietary supplementation and for therapeutic use by reason of the presence therein of natural protein and enzymes.

DISPOSITION: 3-9-62 and 3-20-62. Consent—articles ordered delivered for use of a charitable institution; literature and film kits destroyed.

7046. Geriatric vitamin capsules. (F.D.C. No. 46939. S. Nos. 25-902/3 T.)

QUANTITY: 139 ctns., 5,000 capsules each, 25 240-capsule carafes, 80 120-capsule btls., and 694 60-capsule btls., at Holland, Mich., in possession of The DePree Co.

SHIPPED: 6-15-61 and 8-16-61, from Newark, N.J.

LABEL IN PART: (Bulk) "Contains 5,000 Capsules 16 Minim Oblong-Black * * * Each Capsule Contains MDR * * * l-lysine Monohydrochloride 50 mg. * * * Choline Bitartrate 45 mg. * * * Inositol 30 mg. * * * Liver Desiccated NF 50 mg. Yeast, dried 50 mg. * * * Safflower Oil 300 mg." and (repack btl. and carafe) "DePree Geriatric Capsules 'After 40' Regimen Vitamin, minerals, and lipotropes * * * Contents: * * * Suggested Dose: * * * Two Capsules Provide: Vitamin B Complex Factors * * * l-lysine Monohydrochloride 100 mg. Choline bitartrate 90 mg. (providing Choline, 43 mg.) m-Inositol 60 mg. Other Vitamins * * * Natural Source Nutrients Liver, desiccated, NF 100 mg. Yeast, dried 100 mg. Safflower oil (unsaturated fatty acids) 600 mg. Minerals * * * Distributed by Nutritional Products Division The DePree Company Holland, Michigan."

ACCOMPANYING LABELING: Leaflets entitled "How to get the most from your vitamin-mineral program"; single sheets entitled "Which is best for YOU WheataVims or ... Geriatric Capsules" and "With all the emphasis on Quality * * * Geriatric Capsules"; folders entitled "The DePree View"; booklets entitled "Facts About The Vitamins" and "Basic Concepts of Health"; leaflets entitled "For the prime of life ... and after Geriatric Capsules"; and counter cards entitled "The Problem: Devitalized * * * Foods," "Low Cost Health Insurance," "This Doesn't Need To Happen," and "Vitamin Shortages shocked these Doctors."

LIBELED: 1-25-62, W. Dist. Mich.

CHARGE: 502(a)—while held for sale, the labeling of the article contained false and misleading representations that the nutritional requirements of people over 40 are different from adults generally; that the article was of significant value for special dietary supplementation and therapeutic use by reason of the presence therein of the lipotropic and protein factors and natural source nutrients; that the article was a complete, balanced vitamin and mineral formula; and that the article was adequate and effective for the treatment and prevention of mental depression, the common cold, low energy, conditions due to stress and strain, poor health, degenerative diseases, all diseases, cardiovascular diseases, nervous ailments, rheumatism and rheumatic disorders, gastrointestinal disturbances, loss of appetite, diabetic and varicose ulcers, mental diseases, allergies, diminished ability, digestive disorder, improper clotting of blood, heart muscle deterioration, dropsy, retarded growth, and for other purposes.